



CALL CENTER EQUIPMENT AND SYSTEMS

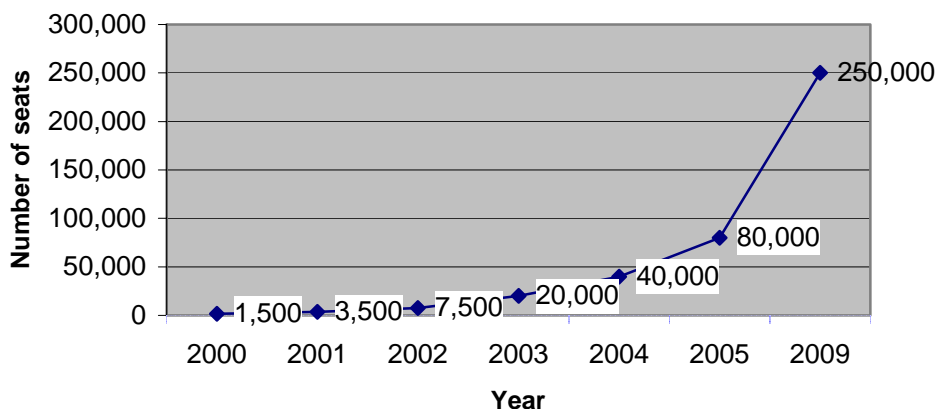
Philippines

Market Overview

- ▶ More than **60 international call centers** are already resident in the Philippines and are expected to **double by 2006**.
- ▶ **35,000** established seats will reach **80,000 by 2006**.
- ▶ Philippine Board of Investments estimates annual investment of **\$480 million and 100% annual growth**.
- ▶ Call centers locating in **PEZA trade zones** enjoy significant **investment incentives** including 5-year tax holidays.
- ▶ Call center growth is taking place in **Metro Manila, Cebu, Dumaguete, Baguio and Davao**.
- ▶ Philippines is currently second to India in total seats and is expected to equal or **surpass India by 2010**.
- ▶ Call Centers are **100 percent dependent on imported equipment and systems** to become more competitive.



Growth of call centers in the Philippines



Technology Standards

- ▶ **Industry standard voice and data applications**, such as inbound and outbound call capability, email, fax, Internet, secure data exchange and other E-commerce services are in high demand.
- ▶ **Current** trend is for **open hardware and software standards** to ensure integration of communications applications with enterprise business applications.

Competition and Selling

- ▶ American software and hardware providers have **strong brand recognition and a reputation for quality**. Avaya, Stratasoft, Unisys and IBM are recognized market leaders in the Philippines.
- ▶ Call Centers expect **training and strong service support** from technology and equipment providers.
- ▶ Call centers distinguish themselves on **capability and quality of hardware and software**. They expect suppliers to prove high quality of voice transmission at varying compression rates during live tests.
- ▶ **Project financing** is often used to win new business.
- ▶ U.S. suppliers can import directly to the Philippine market, but most designate a local supplier.

Commercial Opportunities

- ▶ **Hardware requirements** include private automatic branch exchanges (PABX), state of art desktop systems, IP handsets with increased functionality and reliability, file servers, network trunks and LAN/WAN/DSL cabling systems.
- ▶ **Software requirements** include Customer Relationship Management software, systems management and integration software and data warehousing tools.
- ▶ **Network tools** are needed to improve network management, voice quality and management and messaging platforms.
- ▶ Bandwidth to carry **heavy overseas voice and data traffic** with full redundancy is required.
- ▶ **Training materials**, such as speech software, on-line training courses and English language training modules will continue to be demand.

